

THE SCOPE OF FAMILY MEDICINE

The Official Publication of of the Alabama Academy of Family Physicians



WHO ARE WE?

Our association represents the **decision-makers in Alabama family medicine** — health care professionals in charge of contracting your products and services. **The Scope of Family Medicine** is a critical component of the ALAFP communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY ALAFP?

- ➔ The Academy's members represent **more than 80 percent of all licensed family physicians** in Alabama.
- ➔ The average Alabama family physician practice spends more than **\$1 million annually on products and services**.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Position*	N/A	\$1,495
Full Page	\$1,815	\$1,230
1/2 Page	\$1,290	\$795
1/3 Page	\$1,105	\$660
1/4 Page	\$1,015	\$570
1/6 Page	\$885	\$525
Digital Edition Advertising	1x	4x
Tile + interstitial digital package	\$1,575	N/A
Tile + landing page digital package	\$1,575	N/A
Tile + interstitial print package**	\$1,325	N/A
Tile + landing page print package**	\$1,325	N/A
Tile a la carte	\$875	N/A

[CLICK HERE FOR AD EXAMPLES](#)

All rates are for full-color advertisements.

*Premium Position includes: inside front cover, inside back cover, page 3 and back cover.

**Discounted digital+print package available with 1/2-page ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

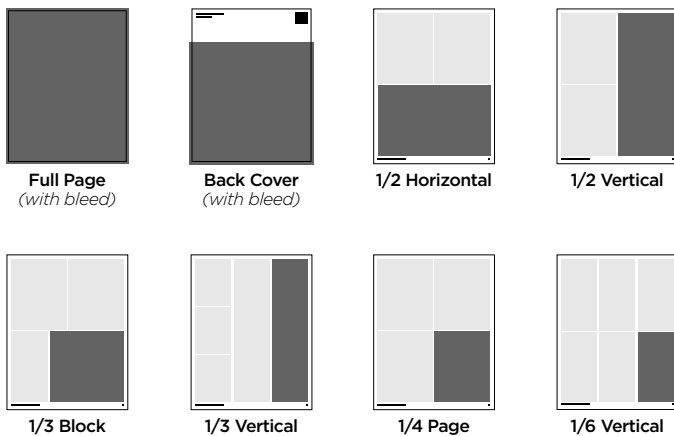
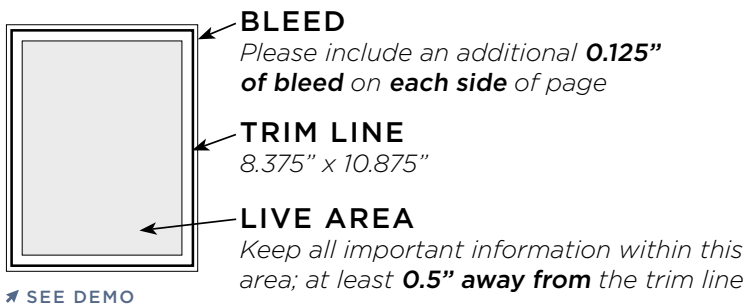
Issue Number	Artwork Due	Delivered to Members
Volume 14 Issue 1	1/29/24	April 2024
Volume 14 Issue 2	4/29/24	July 2024
Volume 14 Issue 3	7/29/24	October 2024
Volume 14 Issue 4	10/28/24	January 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.